



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Horsepower Media
815 SLATERS LN
ALEXANDRIA, VA 22314-1219

Contract # 4226778

Schedule Dates 02/03/20-04/03/20
Advertiser PhRMA (30825)
Agency Horsepower Media (19838)
Product POLITICAL ISSUE (ns) (1187)
Brand Est 11592 (1332112)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name Angle, Ben
Phone/Fax /
CPE Est 11592
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments Est 11592 - WJLA/ABC7

Date Entered 01/31/20
Last Modified 01/31/20
Entered By Barbara Monares
CO-OP No
External #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$36,705.00
Net Total \$207,995.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Feb. 2020	29	\$89,900.00
Mar. 2020	48	\$141,500.00
Apr. 2020	9	\$13,300.00
Grand Total:	86	\$244,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	02/03/20-04/03/20	1	:30	5:05A- News-Good Morning Washington at 5a	1	X	X	X	X	X			9	\$300.00	\$2,700.00	Washington (WJLA)		1/31/20
2.0	Normal Line / SPOT	02/03/20-04/03/20	1	:30	6A- News-Good Morning Washington at 6a	1	X	X	X	X	X			9	\$600.00	\$5,400.00	Washington (WJLA)		1/31/20
3.0	Normal Line / SPOT	02/03/20-04/03/20	1	:30	5P- News-ABC 7 News at 5p	1	X	X	X	X	X			9	\$900.00	\$8,100.00	Washington (WJLA)		1/31/20
4.0	Normal Line / SPOT	02/03/20-04/03/20	1	:30	6P- News-ABC 7 News at 6p	2	X	X	X	X	X			18	\$1,100.00	\$19,800.00	Washington (WJLA)		1/31/20
5.0	Normal Line / Access	02/03/20-04/03/20	1	:30	7P- Wheel Of Fortune	1	X	X	X	X	X			9	\$3,500.00	\$31,500.00	Washington (WJLA)		1/31/20
6.0	Normal Line / Access	02/03/20-04/03/20	1	:30	7:29:30P- Jeopardy	1	X	X	X	X	X			9	\$4,000.00	\$36,000.00	Washington (WJLA)		1/31/20
7.0	Normal Line / SPOT	02/03/20-04/03/20	1	:30	11P- News-ABC 7 News at 11p	2	X	X	X	X	X			18	\$900.00	\$16,200.00	Washington (WJLA)		1/31/20
8.0	Normal Line / SPOT	02/09/20-02/09/20	1	:30	9A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)		1/31/20
9.0	Normal Line / SPOT	02/16/20-02/16/20	1	:30	9A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)		1/31/20
10.0	Normal Line / SPOT	03/08/20-03/08/20	1	:30	9A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)		1/31/20
11.0	Normal Line / SPOT	03/15/20-03/15/20	1	:30	9A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)		1/31/20
12.0	Normal Line / SPOT	03/22/20-03/22/20	1	:30	9A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)		1/31/20

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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